Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006

Message Text

UNCLASSIFIED

PAGE 01 KUWAIT 01903 190611Z

12
ACTION AGR-10

INFO OCT-01 EUR-12 NEA-10 ISO-00 EB-07 COME-00 USIA-15

/055 W
---------- 130923
R 190541Z APR 76
FM AMEMBASSY KUWAIT
TO SECSTATE WASHDC 5163
INFO AMEMBASSY ABU DHABI
AMEMBASSY ATHENS
AMEMBASSY DAMASCUS
AMCONSUL DHAHRAN
AMEMBASSY JIDDA
AMEMBASSY MANAMA
AMEMBASSY MUSCAT
AMEMBASSY TEHRAN
USINT BAGHDAD

UNCLAS KUWAIT 1903

DEPT PASS USDA

ATHENS FOR RTDO

ABU DHABI ALSO FOR DUBAI

JIDDA ALSO FOR RIYADH

E.O. 11652: N/A
TAGS: BEXP, EAGR KU
SUBJECT: USDA FOOD EXHIBIT APRIL 12-15, 1976

1. AMERICAN FOOD EXHIBIT HELD HERE APRIL 12*65 WAS A SUCCESS.
ON SITE AND PROJECTED SALES AND NUMBER OF BUSINESS VISITORS WERE
CLOSE TO PRE-SHOW PREDICTIONS AND AGENCY ARRANGEMENTS AND FUTURE
SALES PROSPECTS APPEAR VERY ENCOURAGING. PARTICIPANTS IN SHOW
REPORTED ON-SITE SALES TOTALLING $542,000. IN ADDITION WE HEARD
RUMOR THAT PILLSBURY SALES TOTALLED $1.3 MILLION, ALTHOUGH COMPANY
REP DID NOT RPT NOT REPORT HIS SALES DIRECTLY TO US. FYI
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 KUWAIT 01903 190611Z

SHEPPARD WILL PHONE REPS AFTER HIS RETURN TO WASHINGTON. END FYI.

Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006

Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006

IN ADDITION TO DIRECT SALES, COMPANIES PROJECT SALES THROUGH DECEMBER 31, 1976 OF $4,639,000.

2. NUMBER OF BUSINESS REPS ATTENDING SHOW, WHICH WAS LIMITED TO TRADE, WAS 140 FROM ABOUT A DOZEN COUNTRIES INCLUDING INDIA AND NIGERIA. THESE INDIVIDUALS REPRESENTED 105 FOREIGN BUSINESS COMPANIES/GROUPS. OF THE INDIVIDUALS ATTENDING 105 WERE FROM KUWAIT, 11 FROM SAUDI ARABIA, 5 FROM BAHRAIN, 2 FROM IRAN, 2 FROM INDIA, AND ONE EACH FROM DUBAI, OMAN AND LEBANON AND 10 FROM SEVERAL OTHER COUNTRIES. THOUGH NUMBERS WERE SMALL, WE FEEL THAT WE WERE SUCCESSFUL IN REACHING KEY FOOD TRADERS.

3. DESPITE VARIETY OF ADMINISTRATIVE PROBLEMS AND TIGHTNESS OF HOTEL ROOMS, SHOW PROCEEDED SMOOTHLY. SHOW WAS OPENED BY KUWAIT MINISTER OF COMMERCE AND INDUSTRY, AND IT CLOSED ON SCHEDULE APRIL 15 WITH SPACE CLEARED AS AGREED IN CONTRACT. PARTICIPANTS PROMISED TO SUBMIT REPORTS TO USDA/FAS EXPRESSING VIEWPOINTS. EXTRA EXHIBIT CATALOGUES AND NAMES OF FOREIGN VISITORS TO BE MAILED TO POSTS IN SOURCE COUNTRIES. COPY OF LATTER LIST WILL ALSO BE TRANSMITTED TO ALL PARTICIPANTS. SHEPPARD WILL PREPARE FULL REPORT ON SHOW WHICH WILL BE MAILED TO REGIONAL POSTS.

4. EMBASSY COMMENT: FOOD SHOW REPRESENTS MOST AMBITIOUS TRADE PROMOTION EXHIBITION MOUNTED HERE IN LAST SIX YEARS. SMOOTH FUNCTIONING WAS RESULT CAREFUL PLANNING HERE AND IN WASHINGTON, ASSISTANCE OF CERTAIN LOCAL BUSINESSMEN, PARTICULARLY WITH RESPECT TO CLEARANCE OF GOODS FROM CUSTOMS, AND GOOD TEAMWORK BETWEEN COMMERCIAL AND GENERAL SERVICES OFFICES IN EMBASSY. SHEPPARD'S PRESENCE SEVERAL WEEKS BEFORE SHOW BEGAN AS WELL AS DURING AND AFTER SHOW WAS ESSENTIAL TO ITS SUCCESS.
MAU

UNCLASSIFIED

NNN

Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: AGRICULTURAL EXHIBITS, FOODS
Control Number: n/a
Copy: SINGLE
Draft Date: 19 APR 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976KUWAIT01903
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760147-0577
From: KUWAIT
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19760448/aaaabodv.tel
Line Count: 93
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION AGR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: oatisao
Review Comment: n/a
Review Content Flags:
Review Date: 09 JUL 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <09 JUL 2004 by SilvaL0>; APPROVED <20 SEP 2004 by oatisao>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: USDA FOOD EXHIBIT APRIL 12-15, 1976
TAGS: BEXP, EAGR, KU, US
To: STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006